

JAN 4 1943

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FRANCES HUGHES, Editor

6 WEST 52nd STREET

NEW YORK, N. Y.

ELdorado 5-3693

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last-minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

NEW YEAR'S FASHION RESOLUTIONS

1. I will not rebel on principle against government regulation of the fashion business, but will investigate its effects on my business first.
2. I will abide by such regulations, cooperating with the spirit as well as the letter of the law.
3. If things seem "too tough" I will remember the plight of "heavy industry" which has converted almost totally to war work.
4. I will try "to cover" the many events listed in FASHION CALENDAR each week knowing that fashion inspiration sparks at the most unexpected times and from wholly unexpected sources.
5. I will divert as much of my income as I can to buying War Bonds.
6. I will renew my subscription to FASHION CALENDAR for the coming year.

WEEK ENDING FRIDAY, JANUARY 1, 1943

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Jan. 1	NEW YEAR'S DAY (Friday).		
Friday Jan. 1	ANNUAL ORANGE BOWL FOOTBALL CLASSIC ON NEW YEAR'S DAY AT MIAMI, FLORIDA. Between Boston College and University of Alabama.		
Friday Jan. 1	ANNUAL ROSE BOWL FOOTBALL CLASSIC ON NEW YEAR'S DAY AT PASADENA, CALIFORNIA. Between University of Georgia and University of California, Los Angeles.		
Just Published	SALES TRAINING BOOK- LET FOR YARD GOODS	PACIFIC MILLS	214 CHURCH STREET
	Employing a pun, the Pacific Mills have just issued a booklet called "How to Sell More Peace Goods". It is specially prepared for sales girls behind the Yard Goods counter to help make their job of war-time selling easier and to advise customers to buy wisely. There is no charge for this booklet to retail stores. Contact: Frances Barry, 214 Church St., WO. 2-2200.		

WEEK BEGINNING MONDAY, JANUARY 4, 1943

Monday Jan. 4	STORE-WIDE PROMOTION: "SPRING LILAC"	ABRAHAM & STRAUS & RICHARD HUDNUT	ABRAHAM & STRAUS, B'KLYN 420 FULTON STREET
	A store-wide coordinated perfume and fashion promotion, stressing Hats and starting with Richard Hudnut's "Spring Lilac" perfume, toilet water and dusting powder. The color will be coordinated through millinery, gloves, boutonnieres, handkerchiefs, jewelry, etc. A number of unusual departmental tie-ups and stunts with Hats have been arranged for this early Spring launching of a perfume and a delightful Spring color. Publicity: Emily Adamson, TR. 5-7200.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Jan. 4- Jan. 9	CREATIVE DESIGNS FOR TEXTILES Exhibit of inspirational designs by students of the Textile Department under the tutelage of Henrietta Reiss, internationally-known textile designer and instructor, at the Traphagen School. This exhibit is to introduce to manufacturers the work of her more talented students. Visitors welcome, 9 A.M. to 9 P.M. except on Saturdays when the School closes at 5 P.M. For further information: Dorothy Tyroler, Registrar, CO. 5-2077.	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY (AT 52ND STREET)

OUT OF TOWN MARKETS

Due to the difficulty of travel, the habit of attending cross-country market openings has had to be curtailed. FASHION CALENDAR is listing only the larger and more important out-of-town market openings.

Monday Jan. 4	OPENING OF WINTER FURNITURE MARKET	AMERICAN FURNITURE MART	CHICAGO FURNITURE MART AND MERCHANDISE MART
Monday Jan. 4- Jan. 6	SHOWING OF JUVENILE WEAR 18 representative firms are gathering together to show displays of their wares to store buyers in the New England district. Contact: Mr. Al Goodman, Infants' & Children's Apparel Shows, Hotel Touraine, Boston, Mass.	INFANTS' & CHILDREN'S APPAREL SHOWS	HOTEL TOURAINE BOSTON, MASSACHUSETTS
Sunday Jan. 10-12	29TH ANNUAL SHOE SHOW	MIDDLE ATLANTIC SHOE RETAILERS' ASSOCIATION	BENJAMIN FRANKLIN HOTEL PHILADELPHIA, PA.
Sunday Jan. 10- Jan. 14	SPRING FASHION OPENINGS An all-market event for Los Angeles retailers to view not only fashion showings and displays by local manufacturers of coats, suits, dresses, sportswear, play clothes, children's and kindred lines, but millinery and junior and infants' apparel, made by both East and West Coast houses.	ASSOCIATED APPAREL MFRS. OF LOS ANGELES	BILTMORE HOTEL LOS ANGELES, CALIF.
Sunday Jan. 17-20	LOS ANGELES MILLI- NERY MARKET WEEK	ASSOCIATED APPAREL MFRS. OF LOS ANGELES	BILTMORE HOTEL LOS ANGELES, CALIF.
Sunday Jan. 17-20	DALLAS SPRING MARKET WEEK The growing importance of the Southwest markets makes the Dallas Spring Market week an important objective for retailers through the South and West. Contact: Emmet Pryor, President of American Fashion Association, Adolphus Hotel, Dallas.	AMERICAN FASHION ASSOCIATION	BAKER AND ADOLPHUS HOTELS, DALLAS
Sunday Jan. 24-27	SAN FRANCISCO MILLI- NERY MARKET WEEK The San Francisco manufacturers of women's and children's apparel will show in their own showrooms as well as at the Palace and St. Francis Hotels. Far West retail buyers are expected in large numbers.	ASSOCIATED APPAREL MFRS. OF SAN FRANCISCO	PALACE HOTEL SAN FRANCISCO, CALIF.
Beginning Sunday Jan. 31	SIX FASHION WEEKS IN MINNEAPOLIS First of series of six selling weeks for 250 salesmen to display 700 lines of apparel for men, women, children and infants.	NORTHWEST SALES- MEN'S ASSOCIATION	RADISSON HOTEL MINNEAPOLIS
Sunday Jan. 31- Feb. 5	SEMI-ANNUAL SPRING MARKET WEEK Contact: Glenn G. Hayes, Exec. Dir., Wash Apparel Show, Palmer House, Chicago.	NATIONAL WASH APPAREL SHOW AND INTERSTATE MERCHANTS' COUNCIL	PALMER HOUSE CHICAGO, ILLINOIS

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>OUT OF TOWN MARKETS (Cont'd)</u>			
Monday Feb. 1 4:00 P.M.	SEMI-ANNUAL CORSET CLINIC This event leads off the 1st afternoon of the Spring Market Week in Chicago. Two main speakers will discuss corsetry and the new government regulations. Contact: Chicago Corset Club, Mdse. Mart, Chicago.	CHICAGO CORSET CLUB	MERCHANDISE MART CHICAGO, ILLINOIS
Monday Feb. 1	BOSTON SPRING MERCHANDISE WEEK Contact: Syd Gordon, Parker House, Boston, Massachusetts.	MERCHANDISE MART	PARKER HOUSE BOSTON, MASS.
Monday Feb. 15- Feb. 17	SPRING SHOWING OF CORSETS & BRASSIERES This is a showing separate from underwear lines which will have their own Spring showing to be announced later.	NEW ENGLAND CORSET AND BRASSIERE CLUB	PARKER HOUSE BOSTON, MASS.
Tuesday Jan. 5 11:00 A.M.	PRESS PREVIEW: THREE SPRING COLLECTIONS Special Press preview of Spring Collections of the three creative geniuses of Millinery Fashion Inspiration, Inc., Lilly Dache, John Fredericks and Sally Victor. As usual, this preview will establish hat fashion trends for the coming season. Strictly for members of Fashion Press, by invitation. Publicity: Eleanor Lambert, PL. 5-8580.	MILLINERY FASHION INSPIRATION, INC.	ST. REGIS HOTEL LOUIS XVI SUITE
Tuesday Jan. 5 1:00 P.M. Luncheon	FIRST HATS BRING FIRST SIGNS OF SPRING Hat harbinger of Spring, Mr. Florell transforms January into April with his new and exclusive presentation of dressy and day-time hats. Open to public. Luncheon, \$2. Press by invitation. Florell Publicity: Mr. Frederick, PL. 5-0895. Ritz Publicity: Marion Morrison, PL. 3-4600.	WALTER FLORELL (29 E. 53RD ST.)	RITZ CARLTON HOTEL OVAL ROOM
Beginning Tuesday Jan. 5 8:30 A.M.	NEW RADIO DRESS FASHION PROGRAM This is one of the first attempts to sell moderate-priced dresses on the air. The firm, I. Ginsberg & Bros. has 3,500 retail outlets. Accordingly, once a week on Nancy Craig's "Woman of Tomorrow" program, it will broadcast its fashions, soliciting a postcard request for a mail-order blank with which is given a paper doll sachet container. B. Altman is coordinated with this radio program by means of store displays. Advertising agent: Abbott Kimball. Publ.: Miriam Whittemore, Abbott Kimball, PL. 3-9600.	I. GINSBERG BROS.	OVER WJZ, BLUE NETWORK (770 ON DIAL)
Wednesday Jan. 6 10:00 A.M., Thursday Jan. 7 9:15 A.M.	AMOS PARRISH FASHION SELLING CLINIC In accordance with the annual practice of holding selling and merchandising clinics before the week when N.R.D.G.A. is holding a conference in New York, the Amos Parrish Fashion Selling Clinic for store executives, buyers, general managers and advertising personnel will be held for two days, January 6 and 7th. No Press admitted. For further details as to reservations, etc., contact: Bernice Johnson, PE. 6-6190.	AMOS PARRISH & CO.	PLAZA HOTEL GRAND BALLROOM
Wednesday Jan. 6 1:00 P.M. Luncheon	FASHIONS FOR CAMP FOLLOWERS Women who plan to travel North or South, whether to follow their husbands or beaux to camp or to indulge in warm bathing or cold Winter sports will be interested in this showing of fashions for every activity including just stay-at-home. Open to public. Luncheon, \$2. Press by invitation. Arnold Constable Publ.: Jeanne Pierre, CA. 5-2300. Waldorf: Ted Saucier, EL. 5-3000.	ARNOLD CONSTABLE (5TH AVE. AT 40TH ST.)	WALDORF ASTORIA HOTEL SERT ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Jan. 6 6:30 P.M.	CORSET AND BRA INDUSTRY DINNER Matters of importance affecting the corset and bra industry will follow a dinner for members gathered to clarify difficulties arising in today's manufacture. Members only. No Press. Contact: Corset & Bra Assoc., 200 Fifth Avenue, GR. 5-0880.	CORSET & BRASSIERE ASSOC. OF AMERICA	WALDORF ASTORIA HOTEL LE PERROQUET SUITE
Thursday Jan. 7 1:00 P.M. Luncheon	ADVANCE VIEW: COIFFURES AND MAKEUP FOR 1943 During luncheon at the Persian Room, Donu Edmond, Queen Marie's Beautician, will present the new coiffures and makeup for 1943. Open to public. Luncheon, \$2. Press by invitation. Donu Edmond Publ.: Miss Boucher, MA. 4-2878. Plaza Publicity: Alma Zaiss, PL. 3-1740.	DONU EDMOND (8 E. 56TH ST.)	PLAZA HOTEL PERSIAN ROOM
Thursday Jan. 7 2:00- 6:00 P.M.	"COCKTAIL PROMENADE" FOR FASHION PRESS Each year, the Brassiere Revue by Maiden Form is dramatized before a sizeable audience of Fashion Editors, buyers, and stylists. This year's showing is a test of ingenuity, with elastic, zippers and other metal fastenings unavailable. Press by invitation. Contact: Mrs. Joseph Coleman, CA. 5-4085.	MAIDEN FORM BRASSIERE COMPANY	200 MADISON AVENUE
Thursday Jan. 7 3:00 P.M. & 9:00 P.M.	1ST NEW YORK SHOWING OF HAT ORIGINALS Suzanne, formerly with Schiaparelli and Agnes in Paris, and Roger Vivier, formerly designer of Delman Shoes, in a joint showing of Hat Originals. 3 P.M. for Fashion Editors of New York Dailys; 2nd showing at 9 P.M. for remainder of Press and private society-clientele. By invitation. Publicity: Viola Shefer, PL. 3-2116.	SUZANNE ET ROGERS	24 EAST 64TH STREET
Friday Jan. 8 5:00 P.M. Cocktails (Postponed from 1/7)	FIRST OF THE YEAR GET-TOGETHER Publicists and their friends are invited to attend this informal cocktail party for the purpose of renewing old contacts, making new friends, and speeding good cheer and good publicity for 1943. Open to members, guests and friends. No charge. Publicity: Uriel Davis, CI. 7-6161.	PUBLICITY CLUB OF NEW YORK	BELMONT-PLAZA HOTEL CASINO-IN-THE-AIR
Saturday Jan. 9	ANNUAL RETAIL FEDERATION MEETING The American Retail Federation, consisting of 15 national retail associations and 29 state associations representing between them the bulk of retailing within the United States to the number of 400,000 retail stores, meets to discuss the supply of civilian goods, manpower, federal regulations and taxations. Press invited. Contact: David R. Craig, A.R.F. President, 1627 Kay Street, Northwest, Washington, D.C.	AMERICAN RETAIL FEDERATION	WALDORF ASTORIA HOTEL ASTOR GALLERY, JADE RM.
Monday Jan. 11-14 9:00 A.M. On.....	INSTRUCTION COURSE IN CORSETRY FITTING Buyers and sales persons of stores' corset departments are invited to take a 4-day concentrated course in the Camp School in the principles of anatomy and body mechanics. Open to all authorized Camp dealers without charge. Send names of applicants to Educational Dept., S.H. Camp & Co., Jackson, Michigan. Publicity: Mr. Kaufman, CH. 4-5798.	S.H. CAMP SCIENTIFIC SUPPORTS	HOTEL McALPIN B'WAY AT 34TH ST.
Week of Jan. 11-15 10:00 A.M. On.....	WAR-TIME CONFERENCE A 5-day "war-time conference" supplementing the traditional annual convention, will be held during the week of Jan. 11-15th. This will be a	NATIONAL RETAIL DRY GOODS ASSOCIATION	PENNSYLVANIA HOTEL 7TH AVE. AT 33RD ST.

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streamlined gathering with a minimum of addresses to replace the stereotyped speeches of previous years. Open to members of NRDGA and their friends. Press invited. Opening address by Frank Mayfield, Pres., NRDGA, on the "Effects of the War on Retailing During 1943", and discussion on "Manpower", "Customer Services", "Inventories", etc. Contact: Mr. Hoyt, PE. 6-2155.

Monday Jan. 11 10:15 A.M.	6 WEEKS COURSE IN SEWING LESSONS This inaugurates a six-weeks series of sewing lectures including a daily one-hour session every morning and Wednesday evenings at 7:15 P.M. as well. Mary Madison, fabric consultant for the store and Lucile Rivers of McCall Pattern Co. will supervise instructions. About 20 persons to a group will be taught dressmaking and repairs. Courses free to Bamberger customers. Publicity: Nan Findlow, Market 2-1212.	L. BAMBERGER & CO. & McCALL PATTERN CO.	L. BAMBERGER & CO. PIECE GOODS, 2ND FL.
Monday Jan. 11 11:00 A.M. Coffee & Sherry	PRESS PREVIEW SPRING HATS Among the early millinery previews is Madame Pauline's showing of early Spring and advance Summer hats. For Press and Buyers by invitation. Contact: Madame Pauline, WI. 2-8922.	MADAME PAULINE	6 EAST 53RD STREET
Monday Jan. 11 2:00 P.M.	MEETING CHALLENGE OF FASHION MERCHANDISING As an innovation in N.R.D.G.A. conference procedure, its opening day afternoon session will be under direction of the Fashion Group. Members will devote an hour and a half resume to ready-to-wear fashions presenting facts in March-of-Time radio technique, illustrated with actual garments. Chairman of N.R.D.G.A.-Fashion Group Show Committee: Mrs. June Hamilton Rhodes, WI. 7-7476. N.R.D.G.A. Publicity: Edward S. Hoyt, PE. 6-2155.	NATIONAL RETAIL DRY GOODS ASSOCIATION	PENNSYLVANIA HOTEL GRAND BALLROOM
Monday Jan. 11 Through End of Month	NEW MILLINERY SPRING LINE FOR BUYERS Overcoming the limitations of unobtainable fabrics and trimmings, this milliner has collected unexpected new fabrics and has developed exciting new silhouettes. Press welcome without invitation. Buyers telephone for appointment to Miss Strate, PL. 3-9017.	HELENE GARNELL	40 EAST 51ST STREET
Monday Jan. 11	OFFICIAL OPENING: SPRING CORSET MARKET Under normal conditions, December is the month for the Spring Corset Market Opening. But existing conditions make January more propitious for showing. Because of uncertainty of stock status, Spring Corset showings will be held the entire week of Jan. 11th to maintain good-will of buyers and permit salesmen with traveling difficulties to reach New York in time. Contact: Corset & Brassiere Assoc., 200 5th Avenue, GR. 5-0880.	CORSET & BRASSIERE ASSOCIATION OF AMERICA	McALPIN HOTEL AND INDIVIDUAL SHOWROOMS
Tuesday Jan. 12 10:00 A.M. Through Lunch	SEMI-ANNUAL FORUM AND LUNCHEON Under the direction of Mrs. Alexandra Potts, Director, Merchandising Service, Bride's Magazine, there will be a round-table discussion for bride's shop operations, promotions and advance Spring Fashion notes on related merchandise. These forums, under the intelligent direction of Mrs. Potts, have had great value for directors of brides' shops. Price including luncheon, \$5. Reservations from: Miss Wright, MU. 2-1490.	THE BRIDE'S MAGAZINE	LOUIS SHERRY 300 PARK AVENUE

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Tuesday Jan. 12 10:30 A.M.	PRESS PREVIEW: SPRING COLLECTION Surprises and new trends never fail to develop from a John Frederics' Collection. Press strictly by invitation. Tip: be in your seats early as all available space is soon filled. Publicity: Ruth Ann French, PL. 3-1011.	JOHN FREDERICS INC.	29 EAST 48TH STREET
Tuesday Jan. 12 1:00 P.M. Luncheon	SPRING AND RESORT CLOTHES Early forecast of Spring fashions. Open to public. Luncheon, \$2. Press by invitation. Jonai Publ.: Mr. Nathan, PL. 5-5430. Ritz Publ.: Marion Morrison, PL. 3-4600.	JONAI, INC. (78 E. 56TH ST.)	RITZ CARLTON HOTEL OVAL ROOM
Tuesday Jan. 12 6:15 P.M.	INFORMAL COCKTAIL SHOW- ING: BRAMLEY COLLECTION Cocktail showing of Franklin Simon's new Spring Bramley fashion to buyers of out-of-town stores carrying the Bramley label. By invitation only. Publicity: Mrs. Mildred Kaldor, WI. 7-9600.	FRANKLIN SIMON	414 FIFTH AVENUE DRESS CIRCLE, 4TH FL.
Tuesday Jan. 12 8:30 P.M.	SHOW DEPICTING "WOMEN IN WAR" This is an all-women's war effort show to prove that women can take it. Cooperating are the Red Cross, Navy League, A.W.V.S., Salvation Army, C.C.D., Bundles for America, American Women's Hospital Unit and National Security Women's Corps and Reserve Corps. Admission: \$2.75 to \$5.50 includes showing of new motion picture, Universal's "Shadow of A Doubt" with Theresa Wright and Joseph Cotton. A tableau "Woman on Parade" will be directed by Nat Carson and commentated by Elsa Maxwell and George Jessel. In this, leading women of fashion such as Mrs. Harrison Williams, Mrs. Byron Foy, Mrs. Kermit Roosevelt and Mrs. Junius Spencer Morgan will wear last year's gowns with this year's accessories. Also participating: Rex Stout, Mrs. Johannes Steel. Sponsors include: Mrs. General Hugh A. Drum, Mrs. General Thomas A. Terry, Mrs. Admiral Adolphus Andrews and Mrs. David Bandler, head of Citizen's Committee. Publicity: Ivan Black, PL. 3-1049.	CITIZEN'S COMMITTEE FOR ARMY AND NAVY	RIVOLI THEATRE B'WAY AT 49TH ST.
Wednesday Jan. 13 10:30 A.M.	MORNING SHOW OF EARLY SPRING HATS A lively presentation of early Spring Hats created by Mme. Germaine Vittu will have as vivacious commentator, her compatriot, Mme. Paule Madoc of Catoir Silks. Open to Press and Trade by invitation. Publicity: Anna T. Moore, ST. 9-6000.	MME. GERMAINE VITTU	509 MADISON AVENUE
Wednesday Jan. 13 1:00 P.M. Luncheon	ADVANCE PEEP AT SPRING LINES Open to public. Luncheon, \$2. Press by invitation. Russeks Publicity: Beatrice Castle, WI. 7-1900. Waldorf Publicity: Ted Saucier, EL. 5-3000.	RUSSEKS FIFTH AVENUE (390 FIFTH AVENUE)	WALDORF ASTORIA HOTEL SERT ROOM
Wednesday Jan. 13 5:00 P.M.	6TH ANNUAL WOOL- KNIT FASHION SHOW New Fashions in Knitwear, presented by June Hamilton Rhodes, Bureau of Fashion Trends. Admission by ticket only to invited sportswear and knitwear buyers, stylists, merchandise managers, and members of the Fashion Press. Publicity: June Hamilton Rhodes, WI. 7-7476.	WOOL KNIT ASSOCIATES	HOTEL PIERRE BALLROOM
Wednesday Jan. 13 7:30 P.M.	ANNUAL DINNER AND FASHION SHOW "Day-time Frocks for the WARDrobe" is the theme of the 9th annual fashion show presented by members of the National Association of House Dress	NATIONAL ASSOC. OF HOUSE DRESS MFRS.	WALDORF ASTORIA HOTEL GRAND BALLROOM

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Manufacturers, Inc. Functional and fashion aspects of 1943 war conditions will be stressed. Tickets, \$11 for fashion show, dinner and dance. Contact: Bernard Polay, PE. 6-1628.

Thursday Jan. 14 1:00 P.M. Luncheon	FIRST SHOWING: SPRING HATS Original Spring hat designs carried by Bonwit Teller will be presented at this luncheon in a dramatic and unusual setting. Open to public. Luncheon \$2. Press by invitation. Tete Publicity: Nona James, BU. 8-0047. Plaza Publicity: Alma Zaiss, Plaza 3-1740, Ext. 410.	JEANNE TETE, INC. (20 West 57th St.)	PLAZA HOTEL PERSIAN ROOM
Thursday Jan. 14 7:00 P.M.	BANQUET CLIMAXES WAR-TIME CONFERENCE Vice-Pres., Henry A. Wallace will be guest speaker at 32nd annual banquet of NRPGA. This is the climax of war-time conference which began Monday, Jan. 11 and during which all pertinent retailing problems such as merchandise scarcity, personnel shortage, government regulations, rationing and intensification of the war effort, were taken up. Open to members and friends. Press by invitation. Admission: \$6. Publicity: Edward S. Hoyt, PE. 6-2155.	NATIONAL RETAIL DRY GOODS ASSOCIATION	PENNSYLVANIA HOTEL BALLROOM
Sunday Jan. 17 8:00 P.M.	ENTERTAINMENT AND DANCE 5th annual entertainment and dance of this club omits dinner this year. Purpose of event: to acquaint members with one another and with guests who are leaders in the industry. Admission: \$1.65. Contact: Henry De Brito, Hotel Pennsylvania, PE. 6-5000.	HOME FURNISHINGS CLUB	PENNSYLVANIA HOTEL 7TH AVE. AT 33RD ST.
Monday Jan. 18 1:00 P.M. Luncheon	HAIR-DO AND SPECIAL MAKEUP DEMONSTRATION How to face the New Year with simple appropriate hair-do's and special makeup will be shown by Donu Edmond at the first 1943 fashion luncheon at the St. Regis. Open to public. Luncheon, \$2. Press by invitation. Dir. of Fashion Shows: Mary Alice Rice, PL. 3-4500.	DONU EDMOND (8 E. 56TH ST.)	ST. REGIS HOTEL IRIDIUM ROOM
Monday Jan. 18 3:00 P.M.	PRESS PREVIEW: ADVANCE SPRING COLLECTION Claire Any, dress-modeliste of Paris will show her advance Spring Collection to the Fashion Press and to Buyers in her Salon on Monday, January 18, at 3 P.M. Admission by invitation only. Publ.: Viola Shefer, PL. 3-2116.	CLAIRE ANY	SALON 743 5TH AVENUE
Tuesday Jan. 19 9:30 A.M.- 2:30 P.M. Including Luncheon	SPRING FASHION AND MERCHANDISING CLINIC Store executives and assistants will gather at this seasonal millinery clinic to learn styles and trends in this third war-time session. Members, \$5. Prospective members, \$10. Press by invitation. Publicity: Mr. Steineche, or Miss Weintraub, PL. 3-2117.	MILLINERY MERCHANDISING EXECUTIVES' ASSOCIATION	WALDORF ASTORIA HOTEL PARK AVE. AT 50TH ST.
Tuesday Jan. 19 7:00 P.M.	INFORMAL FASHION SHOW, DINNER AND DANCE This is a showing for Trade and Buyers who come from all over the country to view the millinery trends established for Spring and Summer. Press by invitation. Tickets, \$12.50 includes dinner and show; on mezzanine, without dinner, \$7.50. Contact: Margery Hartman, CH. 4-6547.	MILLINERY STABILIZATION COMMISSION	ASTOR HOTEL GRAND BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Jan. 20 1:00 P.M. Luncheon	"MEET THE PEOPLE" LUNCHEON FASHION SHOW A presentation of Spring and Summer fashions from the new catalog on the "people's" level as to style, price and function. Down-to-earth and timely. Open to public. Luncheon, \$2. Press by invitation. Sears Publicity: Rosemary Sheehan and Dolly de Milhau, CO. 5-3147. Waldorf Publicity: Ted Saucier, EL. 5-3000.	SEARS-ROEBUCK (360 W. 31ST ST.)	WALDORF ASTORIA HOTEL SERT ROOM
Wednesday Jan. 20-21	16TH ANNUAL MERCH- ANDISE CONVENTION Convention and merchandise exposition includes also business sessions stressing information useful to Trade, and visual displays, showing what nation can produce under a war economy. Open to all registered, free. Contact: Herbert Matter, Exec. Sec., Wholesale D.G. Inst., 40 Worth St., BA. 7-0790.	WHOLESALE DRY GOODS INSTITUTE	NEW YORKER HOTEL 8TH AVE. AT 34TH ST.
Friday Jan. 22 9:00 P.M.	POLKA MILITARY BALL This is the 10th annual benefit ball, always an important event of Winter season. Prof. Stephen Mizwa and Edward Witkowski, executive directors. Young women of prominent Polish-American families are presented to society at this ball. Proceeds will pay for medical libraries for use in Polish Colleges at University of Edinburgh, Scotland. Admission, \$3.30. Press by invitation. Contact: Professor Mizwa, RH. 4-7375.	KOSCUISZKO FOUNDATION	WALDORF ASTORIA HOTEL BALLROOM
Friday Jan. 29	PUBLICATION DATE: SOUTH-SOUTHWEST REGIONAL ISSUE BY MADEMOISELLE, 1E. 57TH This is a first of 1943's four regional issues of Mademoiselle, with special emphasis on the Dallas Market in the Southwest region, an increasingly important geographic style center. Specially included is a "down South" portfolio on Cotton and its fashion importance "up North" and everywhere. Stores wishing to arrange fashion tie-ups, contact: Helen Valentine, PL. 3-1030.		
Saturday Jan. 30 10:00 P.M.	PRESIDENT'S BIRTHDAY BALL This is the 61st birthday of our President and its customary observation-- a benefit ball given in cities all over the country with funds donated to the treatment and cure of Infantile Paralysis. Entertainment includes a cotillion, led by Frank Crowninshield, an Army and Navy Canteen with stage and screen stars as talent, a bridge and gin rummy tournament and other excitement. Debutantes will be on hand and a full array of fashionables. Publ.: Adele Brown and Dorothy Wentworth King, EL. 5-3000, room 585.	NAT'L FOUNDATION FOR INFANTILE PARALYSIS	WALDORF ASTORIA HOTEL GRAND BALLROOM
Monday Feb. 1	AMERICANA ISSUE OF VOGUE MAGAZINE (Conde Nast) This is the sixth annual Americana number of Vogue. This year it will be dedicated to "how women should buy in war time" and "how stores should promote in war time." Will review 8 great fashion industries to show how they are meeting civilian needs. It reports on fashions available and gives a far-off look ahead to Spring, 1943. Contact: Albert Kornfeld, MO. 4-7500.		
Monday Feb. 1	"GIRL ON THE JOB" ISSUE OF HARPER'S BAZAAR For its February issue, Harper's Bazaar is getting behind the working women by showing how "through fashions, beauty and fitness the girl on the job insures her future." The entire February issue is keyed to a war-time insurance theme to imbue readers and advertisers with a sense of security. In keeping with the times, Harper's will this year eliminate its March 15th issue. In compensation, the March 1st issue will contain an authoritative supplement directed particularly to <u>younger</u> women. Contact: Fred Drake, WI. 2-2800.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Feb. 3 1:00 P.M. Luncheon	"SPRING IS HERE" FASHIONS Open to public. Luncheon, EL. 5-3000.	KATHLEEN, INC. (118 E. 60TH ST.) \$2. Press by invitation.	WALDORF ASTORIA HOTEL SERT ROOM Publicity: Ted Saucier,
Friday Feb. 5 7:00 P.M. Dinner	ANNUAL ADVERTISING AWARDS DINNER This is yearly presentation of award for the best advertising prepared and published during the previous year. It is an outgrowth of a Harvard award sponsored by Edward Bok. Citations include 37 awards for various types of advertising in newspapers, magazines; copy, lay-out, mechanics of production, etc. Open to leading men and women interested and working in advertising businesses, agencies, etc. <u>Admission strictly by extended invitations. No requests fulfilled.</u> No Press. Publ.: Mary Saxton, CA. 5-9770.	ADVERTISING AND SELLING MAGAZINE	WALDORF ASTORIA HOTEL STARLIGHT ROOF
Monday Feb. 8-13	NATIONAL NOTION AND NOVELTY SHOW The entire 3rd floor of the Pennsylvania Hotel will be turned over to the National Notion Association during the second week of February. All leaders in the industry are expected to exhibit. Further information from George English, Exhibit Mgr., N.Y. Housewares Club, Pennsylvania Hotel, PE. 6-5000.	NATIONAL NOTION ASSOCIATION	PENNSYLVANIA HOTEL 3RD FLOOR
Thursday Feb. 11- Feb. 12 9:30 A.M.- 10:00 P.M.	ANNUAL DOG SHOW 67th annual event. Always has good society turnout of smart people and highly-bred dogs. To show, exhibitors obtain blanks from Westminster Kennel Club, 590 Madison Ave., N.Y.C. Open to public. General admission: \$1.65. Contact: PL. 5-8592. Special Publ.: Mr. Kilbon, N.Y. Sun, WO. 2-2323.	WESTMINSTER KENNEL CLUB	MADISON SQUARE GARDEN 8TH AVE. AT 50TH ST.
Saturday Feb. 20-27	NATIONAL SEW AND SAVE WEEK O.P.A. is giving its official okay to Sew and Save Week and has approved the use of O.P.A. shield in connection with it. This is also the "week" of campaign for sewing contributions to Red Cross. Women are asked to sew at home, purchase their own fabrics, notions and patterns, and achieve the object of "a million garments for the American Red Cross." O.P.A. wishes to encourage women to sew at home in order to relieve machine and manpower required for the war effort. Publ.: Sally Dickson, LE. 2-4455.	NAT'L NEEDLECRAFT BUREAU AND O.P.A.	STORES ACROSS COUNTRY
Monday March 15- March 17	INTERNATIONAL BEAUTY SHOP OWNERS CONVENTION Beauty authorities of every phase of international grooming, will present newest gadgets and latest methods to solve beauty problems created by shortages and priorities. 200 manufacturers will exhibit and guest hairdressers will demonstrate the coiffures American women will wear in 1943 at home, in war work and at defense plants. Other features, classes and forums on the hair-and-hat problem. Further information, contact: International Beauty Shop Owners Convention, 19 West 44th St., MU. 2-4382.	INTERNATIONAL BEAUTY SHOP OWNERS	PENNSYLVANIA HOTEL BALLROOM

DATES AHEAD

Jan. 30 PRESIDENT'S BIRTHDAY BALL (Sat.)
Feb. 12 LINCOLN'S BIRTHDAY (Fri.)
Feb. 14 ST. VALENTINE'S DAY (Sun.)
Feb. 22 WASHINGTON'S BIRTHDAY (Mon.)

RED LETTER WEEKS

Jan. 11-15 N.R.D.G.A. CONVENTION
Feb. 20-27 NATIONAL SEW AND SAVE WEEK

MUSIC... THEATRE... MOVIES... NIGHT SPOTS

- Friday.....CONCERT BY DAVID MANNES ORCHESTRA AT METROPOLITAN MUSEUM OF ART, 5TH AT 82ND
 Jan. 1 The Metropolitan Museum gives three annual holiday concerts: New Year's
 3:00 P.M. Day, Lincoln's Birthday and Washington's Birthday. New Year's Concert is
 chosen with the thought of service men and women free for the afternoon who
 love fine music. Program includes Beethoven's Eroica Symphony #3 and four
 other numbers. Free to the public. Publ.: Alice Merriam, RH. 4-7690.
- Monday.....PREMIERE OF CARMEN AMAYA AT LA CONGA NIGHT CLUB 209 WEST 51ST STREET
 Jan. 4 A tempestuous Spanish-Gypsy Flamenco dancer assisted by a quorum of rela-
 tives who dance and play musical instruments will open at La Conga after a
 triumphant tour across the country. Miss Amaya's recent performances at
 Carnegie Hall sold out. Publicity: David E. Green, MU. 2-8288.
- Thursday....PREMIERE: "SOMETHING FOR THE BOYS" ALVIN THEATRE, 250 WEST 52ND ST.
 Jan. 7 Musical comedy with songs by Cole Porter and cast includes Ethel Merman and
 Allan Jenkins, Jed Prouty, Paula Laurence, etc. Costumes by Billy Living-
 ston. Publicity: Bill Doll, PE. 6-9468.
- Thurs. 1/7...PERFORMANCE OF WAGNER'S "TANNHÄUSER", METROPOLITAN OPERA HOUSE, W. 39TH ST.
 Fri. 1/8...PERFORMANCE OF STRAUSS' "DER ROSENGAVALIER" " " " " " "
 8:00 P.M. With singing cast including Lotte Lehman. Publ.: Constance Hope, PL.3-3390.
- Week of.....PREMIERE: "DARK EYES" ????
- Jan. 11 A comedy by actresses Eugenie Leontovich and Elena Miramova with the au-
 thors playing the leading roles. Publicity: Richard Maney, WI. 7-6939.
- Week of.....PREMIERE: "THIS LITTLE HAND" ????
- Jan. 11 This is a play with an all-female cast by Wilford Pettitt, produced by A.H.
 Woods. Starred are Adele Longmire, Mary Orr, Elaine Ellis, Barbara Bel-
 geddes and K. T. Stevens. Publicity: Nat Dorfman, ME. 3-0858.
- Tuesday.... PREMIERE: "SHADOW OF A DOUBT" (Movie) RIVOLI THEATRE, B'WAY at 49TH ST.
 Jan. 12 A new Universal-Alfred Hitchcock movie starring Theresa Wright, Joseph
 Cotton and Donald Carey. Fashions by Adrian. Publ.: Ruth Morrow, CI.7-7100.
- Thursday....PREMIERE: NEW SHOW AT COPACABANA SUPPER CLUB, 10 EAST 60TH STREET
 Jan. 14 Starring Sophie Tucker. Publicity: Jack Diamond, PL. 8-1060.
- Monday.....PREMIERE: SONJA HENIE'S HOLLYWOOD ICE REVUE, MADISON SQ. GARDEN, 8TH AT 50TH
 Jan. 18-27 For its opening night, this ice revue will dedicate its funds to the Car-
 roll Club, a philanthropic project with an extensive war service program.
 General Chairman: Mrs. Basil Harris, and assistant, Mrs. James F. McDonnell.
 Tickets from Burden Littel Bureau, Bonwit Teller. Publicity: Helen Feeney,
 MU. 5-0433.
- Monday.....UNITY FESTIVAL IN SONG AND SPIRIT BY AMERICAN SLAV CONGRESS AT CARNEGIE HALL
 Jan. 18 As an indication of the existing solidarity among the 13 Slav nationalities
 8:30 P.M. in the United States, this concert will include the Yugoslav Mme. Zinka
 Milanov and Jarmila Novotna, Czech, sopranos of the Metropolitan Opera.
 Also Jan Kiepura, Pole, a tenor; Ivan Petroff, Bulgarian, a baritone; and
 Zlatko Balokavic, Yugoslav, violinist. Admission: 55¢ to \$2.20. Pub-
 licity: Constance Hope, PL. 3-3390.
- Week of.....PREMIERE: "ASK MY FRIEND SANDY" BILTMORE THEATRE, 261 WEST 47TH ST.
 Jan. 18 Comedy by Stanley Young with Roland Young and Norman Lloyd in featured
 roles. Sets designed by Watson Barratt. Publ.: Jean Dalrymple, MU. 5-3114.
- Wednesday...PREMIERE: "AIR FORCE" (Movie) HOLLYWOOD THEATRE, B'WAY AT 51ST ST.
 Jan. 20 This is a Warner Bros. picture about American Aircraft starring John
 Garfield, Gig Young and Fay Emerson. Costumes by Milo Anderson. Publicity:
 Eve Siegel, CI. 6-1000.
- Wednesday...PREMIERE: "THE PATRIOTS" NATIONAL THEATRE, 208 WEST 41ST ST.
 Jan. 27 This is a new drama by Sidney Kingsley starring Madge Evans and Raymond
 Johnson in a story about Thomas Jefferson and his daughter. Costumes by
 Toni Ward. Publicity: William Fields, CI. 5-7930.